PARLIAMENT APRIL DIRECT MAIL									
		Weekly	Cum	Weekly	Cum	Weekly	Cum	Weekly	Cum
		Mail Receipts	Mail Receipts	Wine Chiller	Wine Chiller	Picnic Basket	Picnic Basket	Sets	Sets
4/5/95	1	0	0	0	0	0	0	0	0
4/12/95	2	0	0	0	0	0	0	0	0
4/19/95	3	0	0	0	0	0	0	0	0
4/26/95	4	1,411	1,411	56	56	235	235	1,138	1,138
5/3/95	5	2,257	3,668	90	146	376	612	1,820	2,958
5/10/95	6	1,471	5,139	59	205	245	857	1,186	4,144
5/17/95	7	857	5,996	34	239	143	1,000	691	4,835
5/24/95	8	634	6,630	25	265	106	1,106	511	5,346
5/31/95	9	408	7,038	16	281	68	1,174	329	5,675
6/7/95	10	335	7,373	13	294	56	1,230	270	5,945
6/14/95	11	329	7,702	13	307	55	1,285	265	6,210
6/21/95	12	311	8,013	12	320	52	1,337	251	6,461
6/28/95	13	331	8,344	13	333	55	1,392	267	6,728
7/5/95	14	344	8,688	14	347	57	1,449	277	7,005
7/12/95	15	353	9,041	14	361	59	1,508	285	7,290
7/19/95	16	362	9,403	14	375	60	1,568	292	7,582
7/26/95	17	370	9,773	15	390	62	1,630	298	7,880
8/2/95	18	379	10,152	15	405	63	1,693	306	8,186
8/9/95	19	388	10,540	15	421	65	1,758	313	8,498
8/16/95	20	406	10,946	16	437	68	1,826	327	8,826
8/23/95	21	415	11,361	17	453	69	1,895	335	9,160
8/30/95	22	427	11,788	17	470	71	1,966	344	9,505
9/6/95	23	446	12,234	18	488	74	2,041	360	9,864
9/13/95	24	487	12,721	19	508	81	2,122	393	10,257
9/20/95	25	507	13,228	20	528	85	2,206	409	10,666
9/27/95	26	565	13,793	23	550	94	2,301	456	11,121
10/4/95	27	627	14,420	25	575	105	2,405	506	11,627
		14,420		575		2,405		11,627	
			Wine Chiller		12,202				
			Picnic Basket		14,032				

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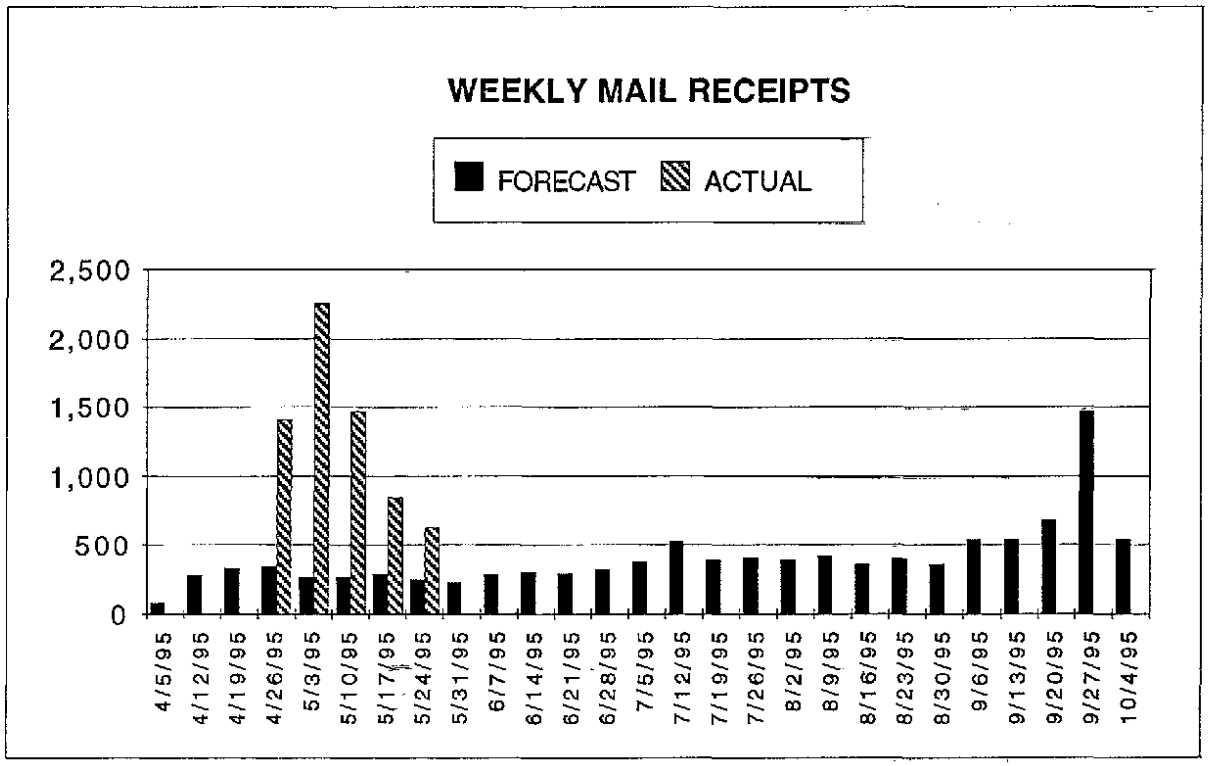
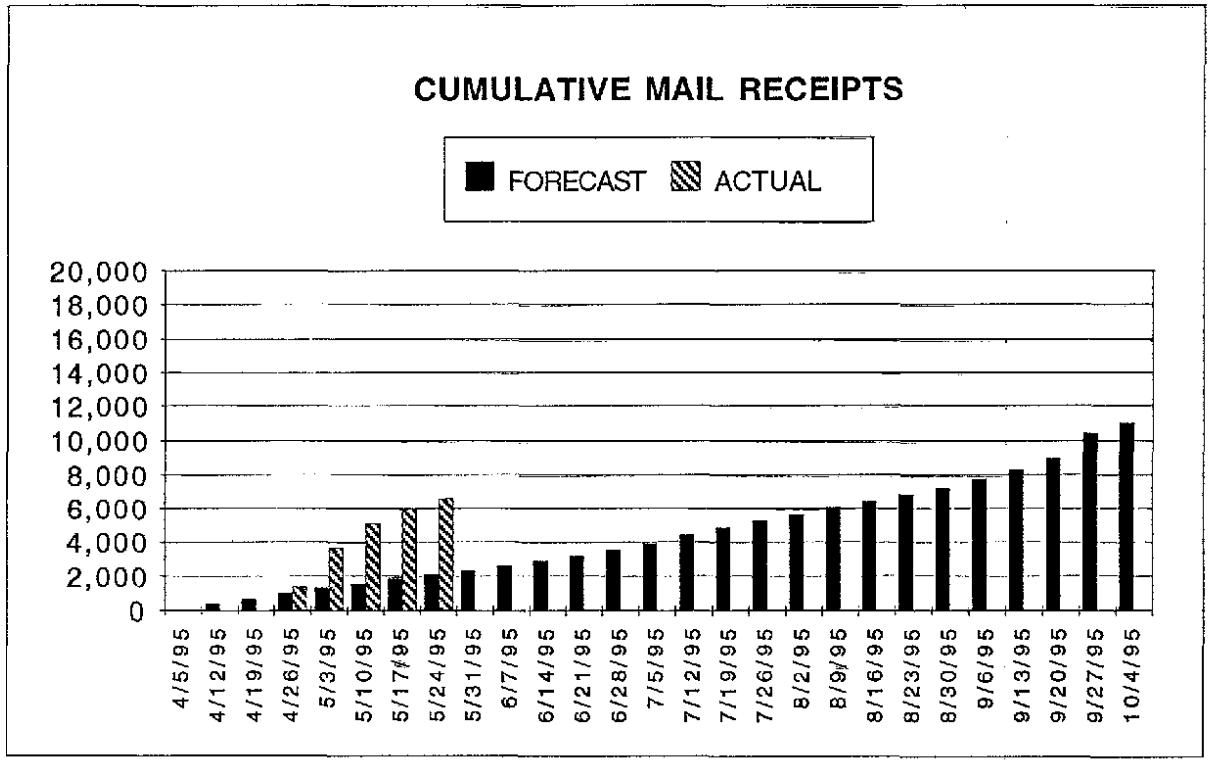
Parliament Wine Chiller/Picnic Basket DM Program





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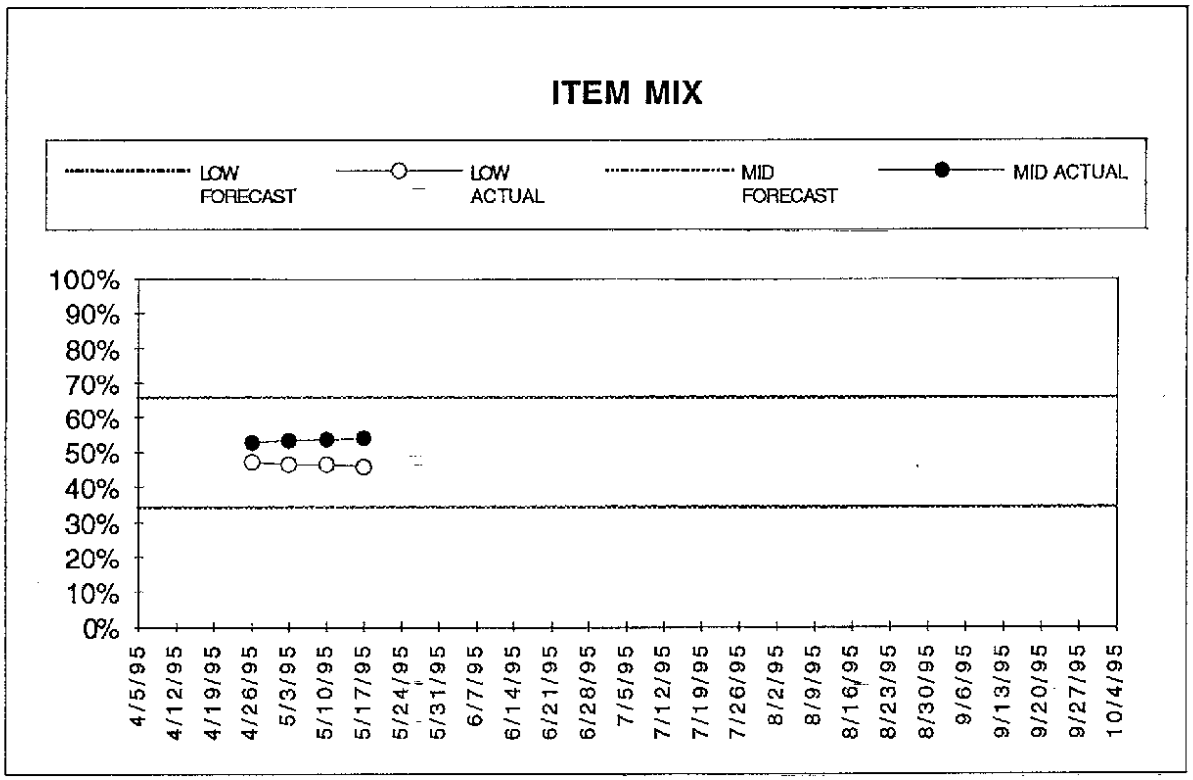
Parliament Wine Chiller/Picnic Basket DM Program



Source: https://www.industrydocuments.ucsf.edu/docs/jspm0004

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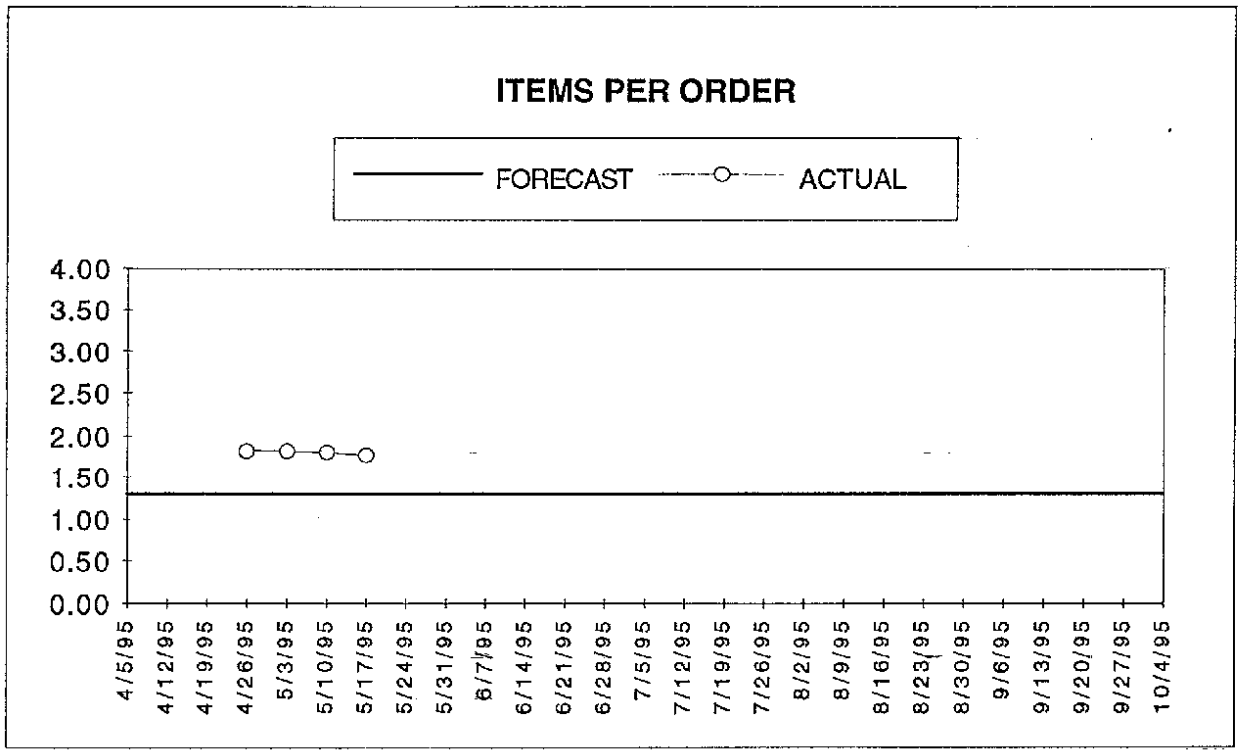
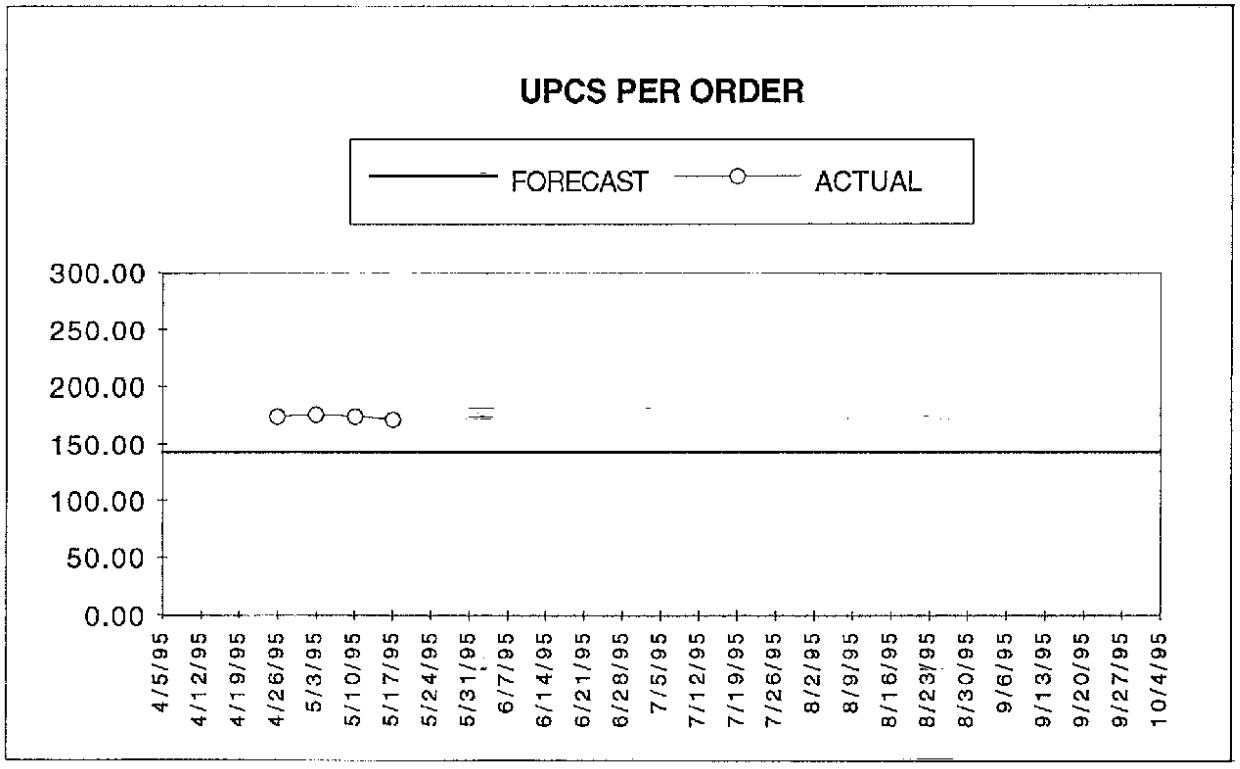
Parliament Wine Chiller/Picnic Basket DM Program





Source: https://www.industrydocuments.ucsf.edu/docs/jspm0004

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